<u>Figure 1, page 1</u>

```
        EcoR I
        ~~~~~~
-4152   AGGAATTCAT  CCATTTAAAT  CATACAATTT  AATGGCTTTT  AGTATATTCA
-4102   CAGGTTGTGC  ATCCATCACA  ATCCATTTTA  GAACAGTTTT  ATTACTCCAA
        <HNF-3/Fkh-1                    SREBP>
-4052   AAATAAACCC  TGCATTCCTT  AGCCATCACC  CCCCAACATC  CTCCATCCTC
                                NF-Y>
-4002   CTTCCAAGCC  CTGGGCAACC  ACCAATCTAC  TTTCTGTCTC  TATAAATTTG
-3952   CCAATTCTGG  ACATTTCATA  TAAATGGAAG  CAAACAACAT  GTGAGACTTT
        <NF-Y       <IRF-2
-3902   GTGACTGGCT  GCTTTCACTT  AGCATTCTAT  TTTTAAGGCT  CATTATGTTA
-3852   CAGTACTTAG  CAGTACTTCA  TTCTTTTTTA  TTCTCAAATG  GTATTCCACT
-3802   GTGTGGGTAT  CCCATATCAT  ATTATTAGAG  ACAGGTTCTC  ACTCTGTCAC
-3752   CCAGGCTGGA  GTGCAGTGGC  ACAATCATAG  CTCACTGTAA  CCTCAAACTC
                    <SREBP
-3702   CTGGGCTCAA  GTGATCCTAC  TACCTCAGCC  TCCAGAGTAG  CTAGGACTAC
                                                       <IRF-1
-3652   AGGCACACAC  AGCCATACCT  GGCTAATTTT  TTTTTTTAAT  TTTCATTTTA
-3602   TGTATTCATT  TTCTTTCTTT  TTTGTTGTTG  TTGTTTTGAG  ATAGGGTCTC
-3552   ACTTTGTTAC  CCAGGCTGGA  GGGCAGTGGC  ATGGTGACAG  CTGAGCAGCC
                                <SREBP
-3502   TTGACTTCCT  GGGCTCAAGT  GATCCTCCTG  CCTCAGCCTC  CCAAGTAGCT
-3452   GGGACTACAA  ACACGTGTCA  CCATGCCTGG  CTGATATTTT  TTTTCTTGAA
-3402   ACAGGGTATC  ACTCTGTTGC  CCAGGCTGGA  GTACAGTGGC  GTAATAATAG
        C1
        Pst I
        ~~~~~~
-3352   CTCACTGCAG  CCTCCCCTCC  TGGGCTCAAG  CAATCCGCTG  GCCTCAGCAT
-3302   CCTGAGTAGC  TGGGACTACA  GGCTTGTGCC  ACCAGGCCCA  GCTAAGTTTT
-3252   AAAAAATGAT  TTTTGGTATA  GAGGAGGTCT  TGCTATGTTG  CTCAGGCTGT
                                                       SREBP>
-3202   ATTTTTATTG  TTGAGACAAG  GTCTCACTAT  GTTGCCATGA  TCCCCCCACC
                                                       <AP-1
-3152   TCCACTTCCC  AAAGTGCTCA  TCTTATCTGT  TCATTAGTCA  GTTGACAGAC
                                           <RAR-α1
-3102   ATTTAGGTTG  TTTCCACTTT  TTGACCATTA  TGAATAATAC  TCCAGTGAAT
-3052   ATTCATGTAT  ACATTTGTGT  GGGCATATGT  TTTCATTTCT  GTTGGGTTTA
-3002   TATCTAGGAG  TGGAATTGCT  GGATCCCGGG  TAATATTTTG  ACAGGCAGAG
                                                       C/EBP-β>
-2952   TTCAGGGGAA  GAAAAACTTG  GGAAAATGAA  GCATGTTTAG  AAATCAGCAA
-2902   GAGTGCAGGG  GTTTTTCGGA  GTTTTATTTT  ATATTCTGTT  GACAAATGTG
-2852   CAGTTTGATG  AAGATACAAG  TTATACTAAG  TGAGAAGTGA  GAATTAAGGC
-2802   TGGAATAGGG  CGTTCAGAGT  AAAATCATGA  AGCACTTTGA  ATACCAAAAT
                    NF-1>                  <HNF3-β
-2752   TAAGGAGCTT  GGCTGTAAAC  AAAATAATAA  AAAATCACAA  TTTTTTTTTT
-2702   TTTTTTGAGA  AAGAGTCTTG  CTCTTTCACC  CTGGCTGGAG  GGCAGTGGTG
        <SREBP
-2652   TGATCTCAGC  TCACTGCAAC  TTTCGCCTCC  CGGGTTCAAG  CAATTCTCCT
```

```
                                                              <NF-kB
-2602    GCTTCAGCCT  CCCAAGTAGC  TGGGACTACA  GGCACTTCCC  ACCATGCCCA
                                      NF-kB><IRF-1
-2552    GCTGATTTTT  GTATTTTTAG  TAGAGATGGG  ATTTCACTTT  GTTGGCCAAG
-2502    CTGGTCTCAA  ACTTTTTGCT  GTCATAATTG  TTGTAACTAT  TGTTCCTTTT
              AP-2>                  <HNF3-β
-2452    GCTGAGGTAG  GGCCCCCAGA  CCAAAAAAAA  TAAATCTTAG  AATCCAAATC
-2402    AGTGTGTTGG  TTTGACCACT  GTCACTTGAG  AACCACAGTG  TGACCAGGGC
                                     C2
                                   Taq I

                                   ~~~~         IRF-2>
-2352    CTCAGGAGTA  GAGGTGATCT  CTGCTCGAAA  GAGAAATAGA  ATGAAAATAT
                     <Whn
-2302    TCTCCGGGCC  AGGCGTGGTG  GCTCATGCCT  GTAATCCCAG  CACTTTGGGA
                                   T3R>
                          SREBP>        RAR-α1>
-2252    GGCCAAGGCA  TGTGGATCAC  CTGAGGTCAG  GAGTTCAAAA  CCAGCCTGGC
-2202    CAACATGGTG  AAACCCCGTC  TCTACTAAAA  ATACAAAAAA  TTAGCTAAGT
-2152    GTGGTGGCGC  ATGCCTGTAA  TCCCAGCTAC  TTGGGAGGGT  GAGGCAGGAG
                                                 <Pax-6   SREBP>
-2052    AATTTCTTGA  ACCCGGGAGG  CAGAGGTTGC  AGTGAAGCGA  GATCACACCA
                 <AP-2                              <HNF-3/Fkh-2
-2002    CTGCACTCCA  GCCTGGGGGA  GAGAGCGAGA  CTTCCTCTCA  AAAAAACAAA
                 C/EBP-β>             <CHOP
-1952    AAACAAAAGA  ATTAAGCAAA  TTAGACATTG  CAGAGAGAAC  CTGAAGGGGG
         RAR-α1>                           <NF-1            Pax-6>
-1902    TCAGACCACG  TACAGATTTC  TGTGCCACAT  GCCAAGTACT  TCTGAGGCAT
-1852    GACTGGATGA  GCTGTCCACA  TCTGAAATCA  TCCAGTCTTG  TTCAGAACTT
                                                         RAR-α1>
-1802    TCACACCGGA  CAGGGAGCCA  GGACTGGAAT  GCAGTCTCCT  GGTCACTGGC
               NF-1>      <ER                 <NF-1
-1752    CAGAGAGTTG  GCCTTGACCC  TGAGACCAGT  GGCCAACAAA  GGAGCTGCTT
                    <Rel                                      AP-1>
-1702    AGTCTACCTC  CCAGGAAATC  CCAGGTGCTT  GTCTTCCTGG  GAAGTGAATC
            <NF-1
-1652    ATTGGCGCAG  CACTCCGTAT  TTTCTCCTCT  TCCCAGGGGA  AGGATCCTAG
                                                 <GR
-1602    GGCAGTATTT  GGGAAAGACA  TGGGCATGGA  AGGACACCGG  GTGAATGCAT
                                     C3
                                   Sac I

                                   ~~~~~~~
-1552    AGCCTGCCTG  GTTCTGAGCT  CTCATGGTAA  GGCTCCTACA  GACACGGAAA
-1502    AGATGGGGGC  ACAGGGACAG  ATCAGTAGGG  TCAGAGCATC  TCAGGGACCG
-1452    AGGGCAATAT  GGTCCTGAGC  AGGGATTAAG  AGCTTGGGCT  CTCATATGGT
                              <CREB                        <ER
-1402    GTTTCTGGGC  TCAACTGCCA  GCTCCGTCAC  TTACTGGTTG  CTGTGACCAT
-1352    GGGCAAGTTA  TTCCATCTCT  CCATATCTCT  TTCCTCACTT  TTAAAATGGA
```

```
                 C4
                 Kpn I

                 ~~~~~~~
    -1302   ATAATGGGGT ACCCACCTCC CAGGGTCACA GAGAGGCTTA CAGAAAACGA
                          NF-1>
    -1252   TTCTTGTGAA TTGGCTTGCA GTAATAATTC AATACCTGCC AGCTATTCTT
                       <PPAR-α                              <Oct-1
    -1202   ATTCCACATC CAAGCCCTTT CGCCTGCTGC TGGGTGAAAA CACATGTCAG
                      CREB/ATF> <STAT          <C/EBP-β
    -1152   TGTTTCCTGA CGGTTTCCAC AAAGAAGATT CCAAAATTAC AACCTGCCAG
    -1102   TCTGAAGAAT CTCCAAAACA TCCCGCACGC ATCCTGGAGG CGCGGGCTTG
                           <SP-1
            NF-kB>   <NF-kB
    -1052   GGGATGGGAC TGCCCGCCCG GGTCCTGAAC AGGATGCGTG CGCGCAGGCA
                                                    Ets-1>
    -1002   CACACACACC AGCCAGCCTG TGTGTGCGGC CGGAGTCCGG TGCGGTCCCG
                        <Myc/Max
                        <Whn       SP-1>
     -952   GGTGAGCAGC GCGTGGCTGG TGGGCGGGGC AGAGCCATTG TTCGCAGGCG
                                   C5
                                   Sma I

                                   ~~~~~~          NF-kB>   <NF-kB<Whn
     -902   TACCGAGCCC CCGCGCTCG CCCGGAGGG AGGCGGGGCT TCCCGCGTCC
                                                     Myc/Max>
                                    <NF1                Whn>
     -852   CCAAGCTCCA GATCCTGGGG TGGCTGCCAC GTCTCCCTGC CACGCGCCTG
            <AP-2                                                c8
     -802   GGGGGACGGG AAGACGGGAC GGAGATGTTA GTGGTGGGCG CCCCCCGAGG
                        <RFX-1    RFX-1>  NF-kB>
     -752   GTTCACCACT GTTTCCTGAG AAACTTCCCC AGTGCCCACC CACCCGTTCT
            AP-2>
     -702   CCGTGTGCCC GAGGGCCGGT CCTGGGCTAG GCTCCGCGCC CCAGCCCCAA
                                            Whn>        c9
     -652   ACCGGGTCCC CAGCCCCTTC CAGAGAGAAA GCTCCCGACG CGGGATGCCG
                      AP-2>                              ISRE>
     -602   GGCAGAGGCC CAGCGGCGGG TGGAAGAGAA GCTGAGAAGG AGAAACAGAG
            SP1>                               RFX1> SREBP>
     -552   GGGAGGGGGA GCGAGGAGCT GGCGGCAGAG GGAACAGCAG ATTGCGCCGA
                                                                <NF-1
                                                                c6 NF-Y>
            <NF-1   C10                                  Eae I    CREB>
            NF-Y>  RFX-1>                                ~~~~~~ AP-1>
     -502   GCCAATGGCA ACGGCAGGAC GAGGTGGCAC CAAATTCCCT TCGGCCAATG
                      <C/EBP-β           <Oct-1              GC box>
     -452   ACGAGCCGGA GTTTACAGAA GCCTCATTAG CATTTCCCCA GAGGCAGGGG
                               EBV>
     -402   CAGGGGCAGA GGCCGGGTGG TGTGGTGTCG GTGTCGGCAG CATCCCCGGC
```

Figure 1, page 4

```
                                      <VDR/RXR        <SP-1          <SP-1
-352 GCCCTGCTGC GGTCGCCGCG AGCCTCGGCC TCTGTCTCCT CCCCCTCCCG
                                      C7
       <N-Myc                         Hinc II
       Myc/Max>                       ~~~~~~              <PPAR-α
         Whn>                          ↓    <AP-1            HNF4>
-302 CCCTTACCTC CACGCGGGAC CGCCCGCGCC AGTCAACTCC TCGCACTTTG


       <NF-Y                              C/EBP-β><E2      E2>
         NF1>            ←TATA> ┌          <Rel    Ets-1>  <AP-1
-252 CCCCTGCTTG GCAGCGGATA AAAGGGGG|CT GAGGAAA|TAC CGGACACGGT


       <RFX1                    <Oct-6
         <NF-1                  TATA>                       Whn>
-202 CACCCGTTGC CAGCTCTAGC CTTTAAATTC CCGGCTCGGG GACCTCCACG


       Sac II
       ~~~~~~
-152 CACCGCGGCT AGCGCCGACA ACCAGCTAGC GTGCAAGGCG CCGCGGCTCA
-102 GCGCGTACCG GCGGGCTTCG AAACCGCAGT CCTCCGGCGA CCCCGAACTC
 -52 CGCTCCGGAG CCTCAGCCCC CTGGAAAGTG ATCCCGGCAT CCGAGAGCCA
       +1
       M   P   A   H   L   L   Q   D   D   V   S   F   P   A   W   P
  -2 AGATGCCGGC CCACTTGCTG CAGGACGATG TGAGTTTCCC AGCCTGGCCC
```

Figure 2

```
                        <ARNT        <Ets-1
          <N-Myc            NF-1>                    <PPAR-α
          Myc/Max>      <SP-1                    <VDR
          Whn>         <NF-kB                        <HNF-4
mSCD1 (-298) ACCTCCACGCCTGGCTTCCTTGGCTAGCTATCTCTGCGCTCTTTA
             :::::::::::  :  :  ::    ::  ::   :  :::    :::  ::::
hSCD  (-298) ACCTCCACGCGGGACCGCCCGCGCCAGTCAACTCCTCGCACTTTG
                                                VDR>
                                              Ets-1>
                           AP-4>              <c-Rel
                             TATA>            C/EBP-β>
          NF-1>     GATA1>GKLF>          <HNF3-β
mSCD1 (-253) CCCTTTGCTGGCAGCCGATAAAAGGGGG|CTGAGGAAA|TACTGAAC
             :::  :    :::::::: :::::::::::::::::::::::::  :  ::
hSCD  (-253) CCCCTGCTTGGCAGCGGATAAAAGGGGG|CTGAGGAAA|TACCGGAC
             RAR-α1>
               USF>           <NF-1                  Ets-1>
          <AP-1       <RFX-1           TATA><Ets-1  <AP-2
mSCD1 (-208) ACGGTCATCCCATCGCCTGCTCTACCCTTTAAAATCCCAGCCCAG
             :::::::  :::  :  :::  :::::: :::::::  ::::  ::  :
hSCD  (-207) ACGGTCA-CCCGTTGCCAGCTCTAGCCTTTAAATTCCCGGCTC-G

             <GATA3Whn>
mSCD1 (-163) GAGATCTGTGC|A|CAGCCAGACCGGGCTGAACACCCATCCCGAGAG
             :  ::  ::   :  ::  :  :      :::  ::   :   :  :
hSCD  (-164) GGGACCTCCACGCACCGCG|G|CTAGCGCCGACAACCAGCTAGCGTG

mSCD1 (-118) TCAGGAGGGCAGGTTTCCAAGCGCAGTTCCGCCACTCGCCTACAC
             :::  :      ::  :     :::::  ::  :::     :   :  ::
hSCD  (-119) CAAGGCGCCGCGGCTC---AGCGC-GTACCGGCGGGCTTCGAAAC

mSCD1 (-73) CAACGGGCTCCGGAA---CCGAAGTCCACGCTCGATC-TCAGCAC
             :   :   ::::::    :::::: :::  :  :    ::  :  ::::::  :
hSCD  (-78) CGCAGTCCTCCGGCGACCCCGAACTCCGCTCCGGAGCCTCAGCCC

                                                  +1
mSCD1 (-32) TG-GGAAAGTGAGGCGAGCAACTGACTATCATCATG
             :::::::::  :   :::  :  ::      ::   :::
hSCD  (-33) CCTGGAAAGTGATCCCGGCATCCGAGAGCCAAGATG
```
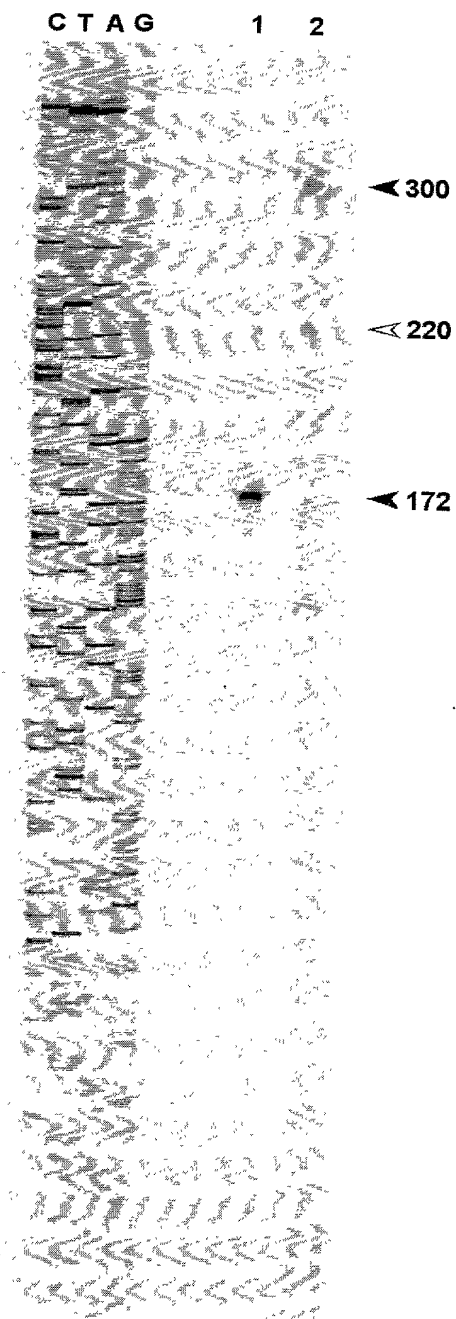
Figure 3

Figure 4
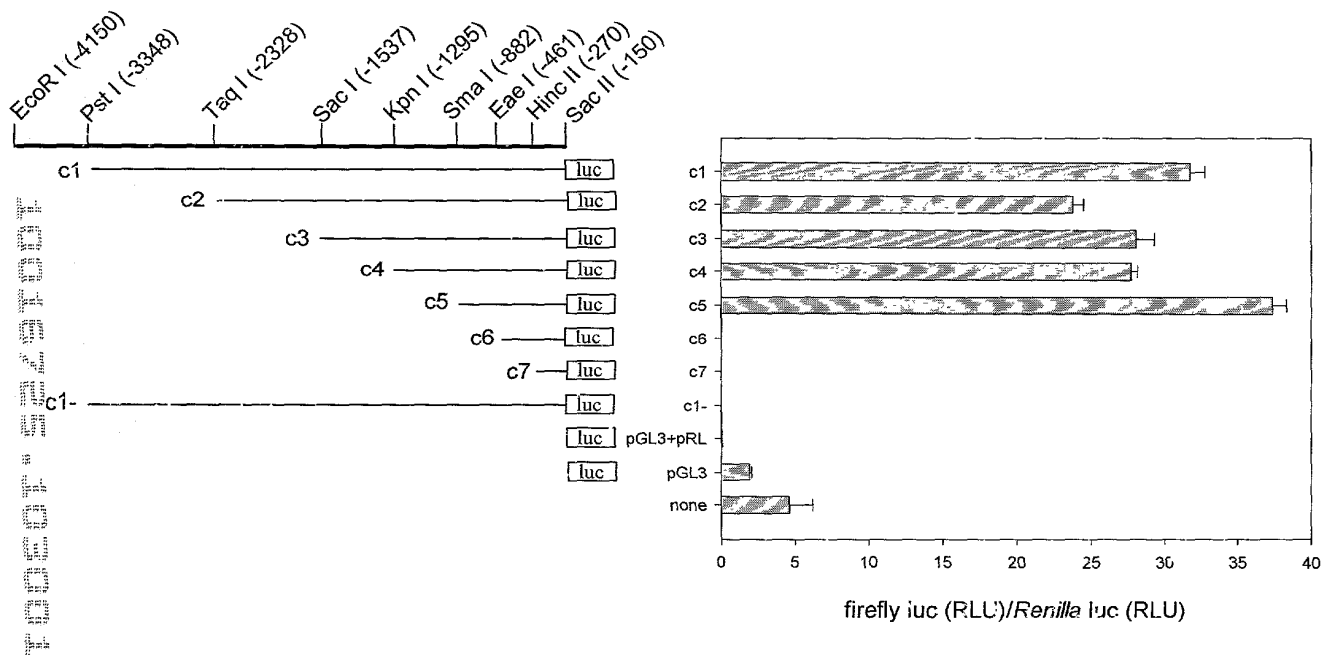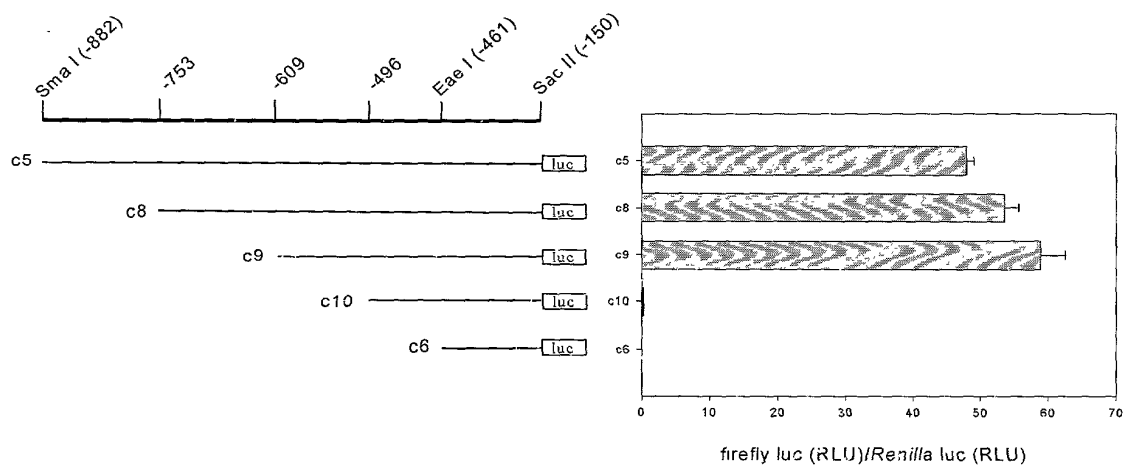
firefly luc (RLU)/*Renilla* luc (RLU)

```
                                                           Whn>      c9
-652   ACCGGGTCCC CAGCCCCTTC CAGAGAGAAA GCTCCCGACG CGGGATGCCG
           AP-2>                                          ISRE>
-602   GGCAGAGgcc cagcggcggg tggaagagAA GCTGAGAAGG AGAaacagag
           SP1>                                  RFX1> SREBP>
-552   gggaggggga gcgaGGAGCT GGCGGCAGAG GGAACAGCAG ATTgcgccga
                                                            <NF-1
                                                       c6 NF-Y>
           <NF-1   C10                              Eae I    CREB>
           NF-Y>   RFX-1>                           ~~~~~~  AP-1>
-502   gccaatggca acggCAGGAC GAGGTGGCAC CAAATTCCCT TCGGCCAATG
                    <C/EBP-β             <Oct-1            GC box>
-452   ACGAGCCGGA GTTTACAGAA GCCTCATTAG CATTTCCCCA GAGGCAGGGG
```

Figure 5

Figure 6

Figure 7

Figure 8

```
                                                           AP-4>
                                          IK2>   SRE>
                IK2>                       RFX-1>
mSCD1 (-610)  GGGAGGAGAGACGGAGAAGCTAGAGGCAGAGGGAACAGC
              :::::: : :    : : :::: : :::::::::::::::
mSCD2 (-487)  GGGAGGAGGGGGGGCGGAGCTGGAGGCAGAGGGAACAGC
              :::::: : :    : : :::: : :::::::::::::::
 hSCD (-552)  GGGAGG-GGGAGCGAGGAGCTGGCGGCAGAGGGAACAGC


                        CCAAT>
                        NF-Y>
                      <NF-1                   <ΔEF-1
mSCD1 (-571)  AGATTGCGCCTAGCCAATGGAAAAGGCAGGACAAGGTGG
              :::::: ::  :::::::: :   ::::::: ::::::
mSCD2 (-448)  AGATTGTGCAGAGCCAATGAGAGCAGCAGGACGAGGTGG
              :::::: ::  :::::::: :   ::::::: ::::::
 hSCD (-514)  AGATTGCGCCGAGCCAATGGCAACGGCAGGACGAGGTGG
```
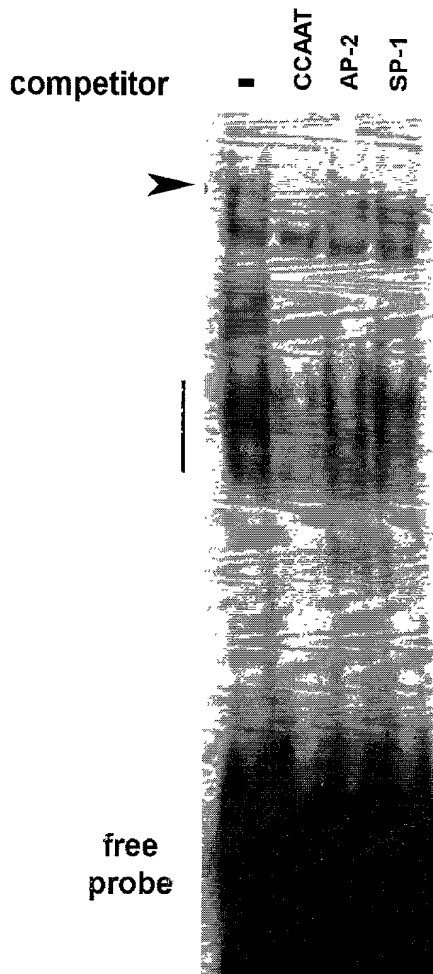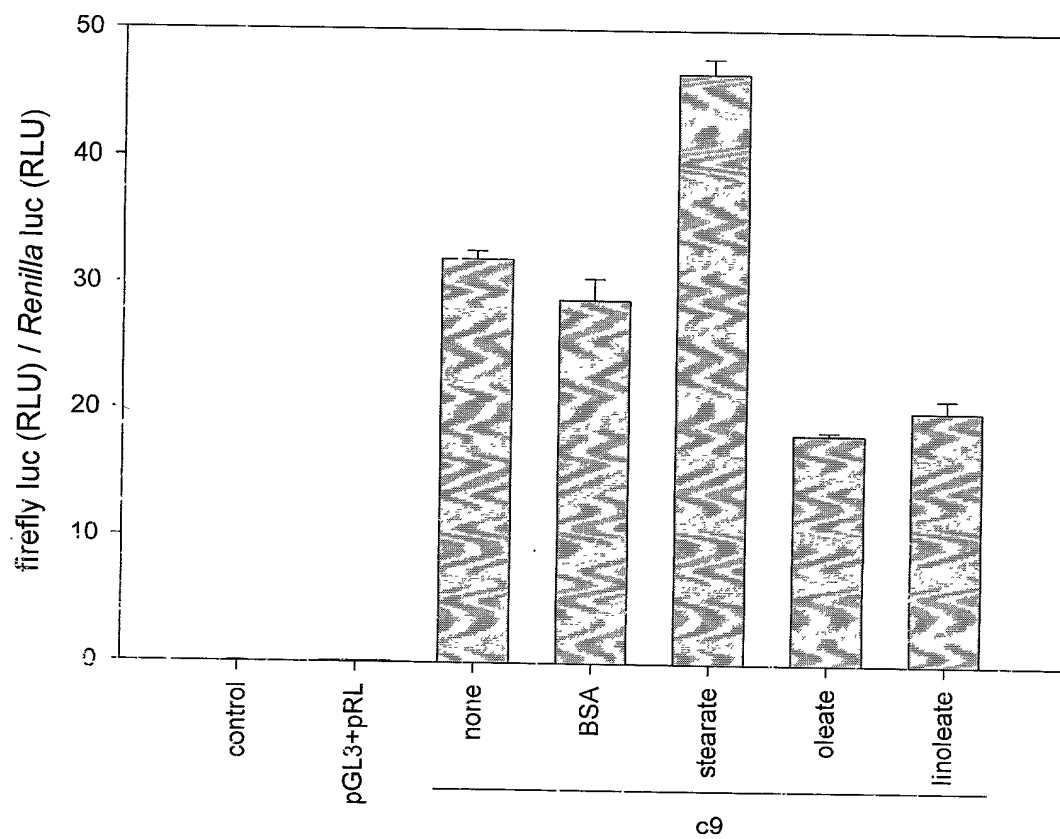
Figure 9